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## Karen Bussone on the Challenges of Becoming a Small Business Owner

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WGLT Interview with Karen Bussone, January 13, 2021

Catrina Peterson: The Illinois small business development center of McLean County at Illinois Wesleyan offers professional advice to new business people. Development center director, Karen Bussone says business and entrepreneurship is not all peaches and cream.

Karen Bussone: We share with them some of the realities of becoming a business owner. It's not necessarily just that unity and everything is great and moves forward in a positive way. That's very optimistic, however, one has to look at the whole picture. Sometimes that cream can sour.

Peterson: Bussone says that 40% of the center's clients are startups. She says, "Knowing the market and creating a model is the first step because banks look for a business plan."

Bussone: We take a look at the market place with them. We help them with market research to make sure there is a market for what it is they're wanting to start. Whether it's products or services. We also look at demographics and locations, if they need a storefront.

Peterson: Bussone says it's gut wrenching when small businesses fail but ultimately the entrepreneur has to weight the research and come to decision whether to take a leave. I'm Catrina Peterson.